

PROPOSED COUNCIL STUDY ISSUEFor Calendar Year: 2005New Previous Year (below line/defer) X **Issue:** Development Options for City owned property at 1240 North Fair Oaks Avenue**Lead Department:** Community Development Department**General Plan Element or Sub-Element:** Land Use and Transportation Element**1. What are the key elements of the issue? What precipitated it?**

This study issue will consider development alternatives for a 2-acre property owned by the City of Sunnyvale located at 1240 North Fair Oaks Avenue. The property was acquired by the City in 1978 as part of a project to construct an interchange between Fair Oaks Avenue and Highway 237. The interchange was not constructed and the property has been intermittently used as a staging area for contractors. The lot has security fencing and limited landscaping. This study would involve analysis of various real-estate options as well as cost-benefits for different types of uses. Staff would also work with the Traditions Homeowners Association.

The Traditions Homeowners Association has long sought beautification of the property. In 2001, Parks and Recreation staff were asked to consider the site as a location for a City park. The Superintendent of Parks determined that the site would not be appropriate for a neighborhood park. On September 4, 2002 the Director of Public Works provided a memorandum to the City Council detailing costs associated with three beautification options for the subject property. If Council wishes to proceed with any of these beautification options, a capital project can be submitted for possible funding in a future fiscal year.

In July of 2004, staff completed a Study Issue evaluating the feasibility of using City-owned properties for storage of RVs, boats and trailers. City Council chose not to invest in a RV storage business at this address or any other City site due to the significant investment in capital improvements and the liability and maintenance costs.

This study was deferred for 2004.

2. How does this relate to the General Plan or existing City Policy?**Land Use and Transportation Element**

Goal C1 Preserve and enhance an attractive community, with a positive image

and a sense of place that consists of distinctive neighborhoods, pockets of interest, and human-scale development.

3. Origin of issue:

Council Member(s): Council motion

General Plan: _____

City Staff: _____

Board or Commission (identify name of the advisory body from the list below): Planning Commission

(Arts, Building of Code Appeals, BPAC, Child Care, Heritage, Housing and Human Services, Library, Parks and Recreation, Personnel and Planning)

Planning Commission did not rank this study for 2005.

Board or Commission ranking comments:

4. Multiple Year Project? Yes___ No___ Expected Year Completed _____

5. Estimated work hours for completion of the study issue (use 5 or 8-hour increments):

(a) Estimated work hours from the lead department 120

(b) Estimated work hours from consultant(s) if applicable: _____

(c) Estimated work hours from the City Attorney's Office: 15

(d) Estimated work hours from Finance: _____

(e) Estimated work hours from other department(s):

Department: Public Works 40

Department: _____

Department: _____

Total Estimated Hours: 175

6. Expected participation involved in the study issue process?

(a) Does Council need to approve a work plan? Yes ___ No X

(b) Does this issue require review by a Board/Commission? If so, please list below: Yes X No ___

Planning Commission _____

(c) Is a Council Study Session anticipated? Yes ___ No X

(d) What is the public participation process?

7. Cost of Study: Please mark appropriate item below.

X Costs covered in operating budget – 242 Community Planning

___ Costs covered by project - n.a.

___ Budget modification needed for study – n.a.

Explain below what the additional funding will be used for:

N/A

8. Potential fiscal impact to implement recommendations in the Study

approved by Council, if any: Possible staff time to market a property or sponsor a development.

| Mark a range for the items below: | \$500 or none | \$50K or less | \$51K - \$100K | \$101K - \$500K | \$501K or more |
|-----------------------------------|---------------|---------------|----------------|-----------------|----------------|
| Capital expenditure range | | X | | | |
| Operating expenditure range | | | X | | |
| New revenues/savings range | | | | X | |

Explain impact briefly: Possible recommendations include sale of property or development of property. Dependent on the recommendation, outlays may be needed to improve the property or revenue may be expected from a sale.


9. Staff Recommendation for this calendar year:**“For” Study ___ Explain:****“Against” Study X Explain:**

The possible benefits from the study would be marginal. It affects a very small percentage of the city population, and due to a constrained budget and difficult economic situation, it is unlikely that the City would be able to implement an action. This property is also included in the land banking study currently under preparation by the Department of Public Works. Due to the large number of other issues that have a much wider community benefit, staff recommends against this study.

No Recommendation ___

Note: If staff's recommendation is “for study” or “against study”, the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.

Reviewed by

Department Director11/5/04
Date**Approved by**

City Manager11/9/04
Date

PROPOSED COUNCIL STUDY ISSUE

For Calendar Year: 2005

New _____

Previous Year (below line/defer) X

Issue: Work Plan to Develop Heritage Preservation Commission Outreach Program

Lead Department: Community Development Department

General Plan Element or Sub-Element: Heritage Preservation Sub-Element

1. What are the key elements of the issue? What precipitated it?

Community outreach is named as a strategic priority in the Heritage Preservation Sub-Element, which states "A strong public outreach effort is needed to bring more public attention to the City's heritage resources and develop public support for the City's heritage preservation activities. "

An outreach work plan would determine the most feasible means to bring public attention to and involvement in Sunnyvale's heritage resources and programs. Activities that may be considered include:

- Publications such as brochures or walking tour maps
- Utility bill inserts
- Development of web site, under the City's current web site, to provide information to the public about the City's heritage resources
- Create Geocaching program for use on the City's web site
- Writing articles for publication in local newspapers

A work plan would be developed which strategically prioritizes activities that are the most important and most effective means of outreach. As part of the feasibility analysis, staff would look for grants, such as CLG funds, to support recommended activities.

2. How does this relate to the General Plan or existing City Policy?

The Heritage Preservation Sub-Element

Goal 6.3A - To promote knowledge of and appreciation for, Sunnyvale's heritage and to encourage broad community participation in heritage programs and projects.

Policy 6.3A.1 states - Provide information on Sunnyvale's heritage to schools, civic groups, neighborhood organizations, business organizations and other

established organizations.

Action Statement 6.3A.1d - Publish and distribute written materials.

3. Origin of issue:

Council Member(s): _____

General Plan: _____

City Staff: _____

Board or Commission (identify name of the advisory body from the list below): Heritage Preservation Commission

Board or Commission ranking comments:

The Heritage Commission voted to drop this study issue for 2005.

4. Multiple Year Project? Yes No ☒ **Expected Year Completed** 2005

5. Estimated work hours for completion of the study issue (use 5 or 8-hour increments):

(a) Estimated work hours from the lead department 100

(b) Estimated work hours from consultant(s) if applicable: _____

(c) Estimated work hours from the City Attorney's Office: 5

(d) Estimated work hours from Finance: _____

(e) Estimated work hours from other department(s):

Department: ITD 10

Department: _____

Department: _____

Total Estimated Hours: 115

6. Expected participation involved in the study issue process?

(a) Does Council need to approve a work plan? Yes ___ No ☒

(b) Does this issue require review by a Board/Commission? If so, please list below: Yes ☒ No ___

Heritage Preservation

(c) Is a Council Study Session anticipated?

Yes___ No **X**

(d) What is the public participation process?

7. Cost of Study: Please mark appropriate item below.**X** Costs covered in operating budget – 242 – Community Planning

___ Costs covered by project - N/A

___ Budget modification needed for study - N/A

Explain below what the additional funding will be used for:

8. Potential fiscal impact to implement recommendations in the Study approved by Council, if any:

| Mark a range for the items below: | \$500 or none | \$50K or less | \$51K - \$100K | \$101K - \$500K | \$501K or more |
|--|---------------|---------------|----------------|-----------------|----------------|
| Capital expenditure range | X | | | | |
| Operating expenditure range | | X | | | |
| New revenues/savings range | X | | | | |
| Explain impact briefly: Publications, web-site modifications and other outreach materials. | | | | | |

9. Staff Recommendation for this calendar year:

“For” Study ___ Explain:

“Against” Study **X** Explain. If staff suggests that this study should not be considered again in the future or deferred at this time, please include this in your explanation:

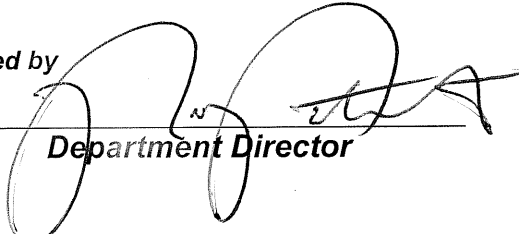
The Heritage Preservation Commission is no longer interested in pursuing this as a study issue and they were the originator of the study issue. Staff and the Commission have been working on outreach efforts within the limits of the operation budget.

No Recommendation ___

Note: If staff's recommendation is “for study” or “against study”, the Director should note

the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.

Reviewed by



Department Director

11/5/04
Date

Approved by



City Manager

11/9/04
Date

PROPOSED COUNCIL STUDY ISSUEFor Calendar Year: 2005New Previous Year (below line/defer) X Issue: Socio-Economic Element UpdateLead Department: Community Development DepartmentGeneral Plan Element or Sub-Element: Socio-Economic Element**1. What are the key elements of the issue? What precipitated it?**

The Socio-Economic Element of the General Plan was adopted on July 11, 1989, and is based on 1980 census data. The element necessarily contains some duplication with subjects in other elements of the General Plan. Such overlap includes: the Land Use and Transportation Element; Housing and Community Revitalization Sub-element; Law Enforcement Sub-element; and, the Planning and Management Element. All of these elements have been updated since adoption of the Socio-Economic Element.

The topics of the Socio-Economic Element address the health and social welfare of the residents of Sunnyvale as well as economic development issues. The information is used in concert with other elements of the General Plan to guide community development and city social programs. As such, it is important to keep all General Plan elements current and internally consistent. With the availability of 2000 Census data it is an appropriate time to update the Socio-Economic Element.

This item has been deferred in 2003 and 2004.

2. How does this relate to the General Plan or existing City Policy?**Legislative Management Sub-Element:**

7.3A 1c Review and update each General Plan sub-element approximately every 5 years.

3. Origin of issue:

Council Member(s): Vorreiter

General Plan:

City Staff:

Board or Commission (identify name of the advisory body from the list below): Planning Commission
Housing & Human Services

7. Cost of Study: Please mark appropriate item below.

☒ **Costs covered in operating budget - 242 Community Planning;**
244 Economic Prosperity

☐ **Costs covered by project - NA**

☒ **Budget modification needed for study - \$15,000**

Explain below what the additional funding will be used for:

\$10,000 copying, outreach, and printing

\$5,000 professional services

**8. Potential fiscal impact to implement recommendations in the Study
approved by Council, if any:**

| Mark a range for the items below: | \$500 or none | \$50K or less | \$51K - \$100K | \$101K - \$500K | \$501K or more |
|--|--------------------------|--------------------------|---------------------------|----------------------------|---------------------------|
| Capital expenditure range | X | | | | |
| Operating expenditure range | X | | | | |
| New revenues/savings range | X | | | | |

Explain impact briefly:

9. Staff Recommendation for this calendar year:**"For" Study X Explain:**

The sub-element is one of the oldest parts of the General Plan and exceeds the general policy of updating elements approximately every five years. Furthermore, the base demographic data is greater than 20 years old. The Census 2000 information is readily available and Census 2010 data is not anticipated to be fully available until 2012. The sub-element may not be reflective of current demographic trends and have outdated priorities for use of city resources.

"Against" Study ____ Explain. If staff suggests that this study should not be considered again in the future or deferred at this time, please include this in your explanation:

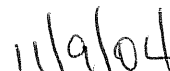
No Recommendation ____

Note: If staff's recommendation is "for study" or "against study", the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.

Reviewed by

Department Director

Date**Approved by**

City Manager

Date

PROPOSED COUNCIL STUDY ISSUEFor Calendar Year: 2005New Previous Year (below line/defer) X **Issue:** Review of Miscellaneous Plan Permit Language in the Municipal code**Lead Department:** Community Development Department**General Plan Element or Sub-Element:** Land Use and Transportation**1. What are the key elements of the issue? What precipitated it?**

This item will review the Miscellaneous Plan Permit (MPP) language in the Municipal Code with particular focus on clarifying the process. The study will examine the current language in the Municipal Code Section 19.82., and determine the areas that may need to be clarified or simplified for better understanding of the process. Specifically, the study will review whether the Municipal Code adequately delineates the process for different types of minor projects.

The intent of the MPP is to streamline the overall Planning permit review process to make it more efficient and effective. The categories of projects that require an MPP are expected to have little impact on the community compared to projects that require a public hearing for a Use Permit or a Special Development Permit. In addition, the types of projects that require an MPP are more numerous than larger projects that require a public hearing. Historically, Staff has processed about 300 MPP applications per year.

The Miscellaneous Plan Permit is a Planning permit that is reviewed and approved at the Staff level typically within 10 working days of its submittal. Minor projects such as fences, signs, landscaping plans and incidental and accessory storage require a MPP. A complete listing of the categories of projects that can be approved with an MPP can be found in SMC Section 19.82.

A similar request was considered by City Council in 2003 (City Council deferred the item). Mayor Miller, the originator of the study, indicated her intent was to clarify the language, not revise the process. Staff has modified this paper to better reflect the intent of the study.

This item was deferred for 2004.

2. How does this relate to the General Plan or existing City Policy?**Legislative Management Sub-Element**

Policy 7.3B.1 Periodically conduct Charter reviews to recommend appropriate changes to the Charter.

3. Origin of issue:

Council Member(s): Miller

General Plan: _____

City Staff: _____

Board or Commission (identify name of the advisory body from the list below): _____

(Arts, Building of Code Appeals, BPAC, Child Care, Heritage, Housing and Human Services, Library, Parks and Recreation, Personnel and Planning)

Board or Commission ranked this study issue _____ **of** _____

Board or Commission ranking comments:

4. Multiple Year Project? Yes ___ No X **Expected Year Completed** 2005

5. Estimated work hours for completion of the study issue (use 5 or 8-hour increments):

(a) Estimated work hours from the lead department 200

(b) Estimated work hours from consultant(s) if applicable: _____

(c) Estimated work hours from the City Attorney's Office: 40

(d) Estimated work hours from Finance: _____

(e) Estimated work hours from other department(s):

Department: _____

Department: _____

Department: _____

Total Estimated Hours: 240

6. Expected participation involved in the study issue process?

(a) Does Council need to approve a work plan? Yes ___ No X

(b) Does this issue require review by a Board/Commission? If so, please list below: Yes X No ___

Planning Commission

(c) Is a Council Study Session anticipated?

Yes

No X

(d) What is the public participation process?

A focus meeting with the public may be held to hear concerns with regard to the MPP language. Standard noticing and advertisements will be a part of this process for both the Planning Commission and City Council public hearings.

7. Cost of Study: Please mark appropriate item below.

 X Costs covered in operating budget – 242-Community Planning

 Costs covered by project - N/A

 Budget modification needed for study – N/A

Explain below what the additional funding will be used for:

8. Potential fiscal impact to implement recommendations in the Study approved by Council, if any:

| Mark a range for the items below: | \$500 or none | \$50K or less | \$51K - \$100K | \$101K - \$500K | \$501K or more |
|-----------------------------------|---------------|---------------|----------------|-----------------|----------------|
| Capital expenditure range | X | | | | |
| Operating expenditure range | X | | | | |
| New revenues/savings range | X | | | | |

Explain impact briefly:

9. Staff Recommendation for this calendar year:

"For" Study ___ Explain:

"Against" Study ___ Explain. If staff suggests that this study should not be considered again in the future or deferred at this time, please include this in your explanation:

No Recommendation X

Note: If staff's recommendation is "for study" or "against study", the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.

Reviewed by

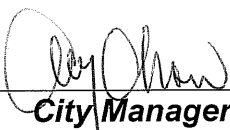


Department Director

11/5/04

Date

Approved by



City Manager

11/9/04

Date

PROPOSED COUNCIL STUDY ISSUE

For Calendar Year: 2005

New

Previous Year (below line/defer) X

Issue: Air Quality Sub-Element Update

Lead Department: Community Development Department

General Plan Element or Sub-Element: Air Quality

1. What are the key elements of the issue? What precipitated it?

The Sunnyvale General Plan consists of 22 documents organized as elements or sub-elements. The Air Quality Sub-element is part of the Environmental Management Element and was adopted in 1993 and has not been updated since then. Air Quality is not a state mandated element of a General Plan. The element focuses primarily on vehicle emissions and the City's position on regional and state programs and legislation. Since the adoption of the sub-element, the region has been declared an area of non-attainment and the regional air quality agency (Bay Area Air Quality Management District) has taken actions to further promote air quality. These actions have largely been consistent with the Air Quality Sub-element. This study issue would update the Air Quality Sub-element.

This item was recommended for deferral in 2003 and 2004.

2. How does this relate to the General Plan or existing City Policy?

Legislative Management Sub-Element

GOAL 7.3A: assess community conditions, and make appropriate changes to long-range, mid-range and short-range plans.

Policy 7.3A.1 Utilize the General Plan as the City's principal long-range planning tool; utilize the Resource Allocation Plan as the City's principal mid-range planning tool; and the Legislative Calendar as the City's principal short-range planning tool.

7.3A.1c Review and update each General Plan Sub-element approximately every 5 years.

3. Origin of issue:

Council Member(s):

General Plan: Legislative / Management

City Staff: Staff

Board or Commission (identify name of the advisory body from the list below): _____

(Arts, Building of Code Appeals, BPAC, Child Care, Heritage, Housing and Human Services, Library, Parks and Recreation, Personnel and Planning)

Board or Commission ranked this study issue _____ of _____

Board or Commission ranking comments:

4. Multiple Year Project? Yes ☒ No _____ Expected Year Completed 1.5 yrs

5. Estimated work hours for completion of the study issue (use 5 or 8-hour increments):

(a) Estimated work hours from the lead department 200

(b) Estimated work hours from consultant(s) if applicable: _____

(c) Estimated work hours from the City Attorney's Office: 20

(d) Estimated work hours from Finance: _____

(e) Estimated work hours from other department(s):

Department: Public Works 140

Department: Parks and Recreation 60

Department: _____

Total Estimated Hours: 420

6. Expected participation involved in the study issue process?

(a) Does Council need to approve a work plan? Yes ☒ No _____

(b) Does this issue require review by a Board/Commission? If so, please list below: Yes ☒ No _____

Planning Commission

(c) Is a Council Study Session anticipated? Yes ☒ No _____

(d) What is the public participation process?

Outreach to businesses and residents, public hearings with Planning Commission and City Council.

7. Cost of Study: Please mark appropriate item below.**X Costs covered in operating budget – Prog. 242 Community Planning.****Costs covered by project - <project name>****X Budget modification needed for study – \$40,000****Explain below what the additional funding will be used for:**

Air Quality professional (\$30,000)

Copying, printing and notification (\$10,000)

8. Potential fiscal impact to implement recommendations in the Study approved by Council, if any:

| Mark a range for the items below: | \$500 or none | \$50K or less | \$51K - \$100K | \$101K - \$500K | \$501K or more |
|-----------------------------------|---------------|---------------|----------------|-----------------|----------------|
| Capital expenditure range | X | | | | |
| Operating expenditure range | X | | | | |
| New revenues/savings range | X | | | | |

Explain impact briefly:

9. Staff Recommendation for this calendar year:**"For" Study ___ Explain:**

"Against" Study ___ Explain. If staff suggests that this study should not be considered again in the future or deferred at this time, please include this in your explanation:


No Recommendation ___**Recommend deferral X**

The Air Quality Sub-element has been used to monitor regional and state air quality legislation and still provides adequate guidance on city policies. Also, there are a high number of potential study items for 2005 which appear to have a higher priority to the community. Staff finds there is no urgency to update this sub-element this year.

Note: If staff's recommendation is "for study" or "against study", the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.

Reviewed by

Department Director11/5/04

Date**Approved by**

City Manager11/9/04

Date

PROPOSED COUNCIL STUDY ISSUE

For Calendar Year: 2005

New _____

Previous Year (below line/defer) X

Issue: Community Design Sub-Element Update

Lead Department: Community Development Department

General Plan Element or Sub-Element: Community Design

1. What are the key elements of the issue? What precipitated it?

The Sunnyvale General Plan consists of 22 documents organized as elements or sub-elements. The Community Design Sub-element is not a state-mandated element but is part of the Community Development Element. Since the adoption of the original sub-element in 1990, Design Guidelines have been prepared and adopted to further implement the sub-element. Most recently, the City Council approved the Single Family Home Design Techniques (2002), the design guidelines in the Downtown Specific Plan (2003) and the Moffett Park Specific Plan guidelines to address changes in development standards and community input on desirable design features. A general review of the private development portions of the Community Design Sub-element was undertaken as part of that process. This study issue would update all aspects of the Community Design sub-element, including guidelines that address both the public and the private realm.

For 2004, the study was deferred by the City Council.

2. How does this relate to the General Plan or existing City Policy?

Legislative Management Sub-element

Action Statement 7.3A.1c – Review and update each General Plan Sub-element approximately every 5 years.

This element has not been updated since the original adoption in 1990.

3. Origin of issue:

Council Member(s): _____

General Plan: Legislative/Management

City Staff:

Staff

Board or Commission (identify name of the advisory body from the list below):

(Arts, Building of Code Appeals, BPAC, Child Care, Heritage, Housing and Human Services, Library, Parks and Recreation, Personnel and Planning)

Board or Commission ranked this study issue _____ of _____

Board or Commission ranking comments:

4. Multiple Year Project? Yes ☒ No _____ Expected Year Completed 2007

5. Estimated work hours for completion of the study issue (use 5 or 8-hour increments):

(a) Estimated work hours from the lead department 300

(b) Estimated work hours from consultant(s) if applicable: _____

(c) Estimated work hours from the City Attorney's Office: 20

(d) Estimated work hours from Finance: _____

(e) Estimated work hours from other department(s):

Department: Public Works (100), Parks and Recreation (50) 150

Department: _____

Department: _____

Total Estimated Hours: 470

6. Expected participation involved in the study issue process?

(a) Does Council need to approve a work plan? Yes ☒ No _____

(b) Does this issue require review by a Board/Commission? If so, please list below: Yes ☒ No _____

Planning

(c) Is a Council Study Session anticipated? Yes ☒ No _____

(d) What is the public participation process?

7. Cost of Study: Please mark appropriate item below.**X Costs covered in operating budget – Program 242- Community Planning****Costs covered by project - N/A****Budget modification needed for study - \$35,000.00****Explain below what the additional funding will be used for:**

\$25,000.00- Design professional to assist in the preparation of the Sub-element.

\$10,000.00- Copying, notification, outreach and printing.

8. Potential fiscal impact to implement recommendations in the Study approved by Council, if any:

| Mark a range for the items below: | \$500 or none | \$50K or less | \$51K - \$100K | \$101K - \$500K | \$501K or more |
|--|----------------------|----------------------|-----------------------|------------------------|-----------------------|
| Capital expenditure range | X | | | | |
| Operating expenditure range | X | | | | |
| New revenues/savings range | X | | | | |

Explain impact briefly: Impacts cannot be estimated because goals, policies and action statements are unknown at this time.

9. Staff Recommendation for this calendar year:

"For" Study ___ Explain:

"Against" Study ___ Explain.

No Recommendation ___

Defer X Explain: Due to staffing levels and other study issues that have been reprioritized and continued into 2005, staff is recommending deferral on this study issue.

Note: If staff's recommendation is "for study" or "against study", the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.

Reviewed by



Department Director

11/5/04

Date

Approved by



City Manager

11/9/04

Date

PROPOSED COUNCIL STUDY ISSUE

For Calendar Year: 2005New Previous Year (below line/defer) X Issue: Size of Street Address NumbersLead Department: Community Development DepartmentGeneral Plan Element or Sub-Element: Community Design/ Public Safety**1. What are the key elements of the issue? What precipitated it?**

This issue was initiated by a letter and testimony from a citizen expressing concern over difficulty in determining the building addresses on retail and commercial areas. The letter suggests that the City adopt an ordinance stating that by 2005, all commercial properties must use 10-inch high numerals for street numbers and shopping centers with building numbers are to display the street numbers on the front of the property. In 2004, staff received a letter from a different resident who expressed similar concerns with the size of address numbers.

Current zoning and fire safety requirements are that street addresses be included on ground signs (if built) and on the entrances to buildings. Older signs Constructed prior to the address requirement are legal non-conforming and are not required to modify existing signs to comply with this requirement. State law mandates a full inventory of non-conforming signs when a City proposes to adopt an amortization program.

This study would look at modifying the letter size requirement for addresses and whether or not to have an amortization program. Staff would also examine an education program to bring non-conforming addresses into compliance.

2. How does this relate to the General Plan or existing City Policy?

Community Design Sub-Element

Policy 2.5B.3 Minimize elements which clutter the roadway and look unattractive.**Action Statements 2.5B.3e** Maintain a sign ordinance to assure that signage is attractive, compatible with the district and not distracting motorists.**3. Origin of issue:**Council Member(s): Howe and Walker

General Plan: _____

City Staff: _____

Board or Commission (identify
name of the advisory body from
the list below): _____(Arts, Building of Code Appeals, BPAC, Child Care, Heritage, Housing and
Human Services, Library, Parks and Recreation, Personnel and Planning)Planning Commission ranked this study issue 12 of 12 for 2005.

Board or Commission ranking comments:

4. Multiple Year Project? Yes ___ No X Expected Year Completed 20055. Estimated work hours for completion of the study issue (use 5 or 8-hour
increments):(a) Estimated work hours from the lead department 250*

(b) Estimated work hours from consultant(s) if applicable: _____

(c) Estimated work hours from the City Attorney's Office: 30

(d) Estimated work hours from Finance: _____

(e) Estimated work hours from other department(s):

Department: Public Safety 30Department: Public Works 20

Department: _____

Total Estimated Hours: 330

*If amortization program were included, at least 400 hours would be needed.

6. Expected participation involved in the study issue process?

(a) Does Council need to approve a work plan? Yes ___ No X(b) Does this issue require review by a
Board/Commission? If so, please list below: Yes X No ___Planning Commission(c) Is a Council Study Session anticipated? Yes ___ No X

(d) What is the public participation process?

Outreach to the business community and the public on the adequacy of current address requirement (e.g. location, number height, etc.) would be necessary.

7. Cost of Study: Please mark appropriate item below.

☒ Costs covered in operating budget – 242 Community Planning

☐ Costs covered by project - n.a.

☐ Budget modification needed for study – n.a.

Explain below what the additional funding will be used for:

8. Potential fiscal impact to implement recommendations in the Study approved by Council, if any:

| Mark a range for the items below: | \$500 or none | \$50K or less | \$51K - \$100K | \$101K - \$500K | \$501K or more |
|-----------------------------------|---------------|---------------|----------------|-----------------|----------------|
| Capital expenditure range | X | | | | |
| Operating expenditure range | X | | | | |
| New revenues/savings range | X | | | | |

Explain impact briefly:

Sign regulation changes would not have any long-term fiscal impact to the City.

9. Staff Recommendation for this calendar year:

“For” Study Explain:


“Against” Study Explain. If staff suggests that this study should not be considered again in the future or deferred at this time, please include this in your explanation:

No Recommendation X

If City Council decides to do a study issue on this matter, staff recommends that the study focus on new address signs only and not include an amortization program.

Note: If staff's recommendation is “for study” or “against study”, the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.

Reviewed by


Department Director

11/5/04
Date

Approved by


City Manager

11/9/04
Date

PROPOSED COUNCIL STUDY ISSUEFor Calendar Year: 2005New Previous Year (below line/defer) X **Issue:** Housing Mitigation for All Job Producing Development**Lead Department:** Community Development Department**General Plan Element or Sub-Element:** Land Use and Transportation Element and
Housing and Revitalization Sub-element**1. What are the key elements of the issue? What precipitated it?**

In August 2003, the City codified the Housing Mitigation Fee that is charged to all industrial development over Zoning Code established Floor Area Ratio limits. A resolution was adopted that set the fee at \$8.00 per square foot for industrial development above 35% FAR.

During the review, the industrial business community asked that the Council consider the employment-generating contributions of all types of businesses, and possibly apply the Housing Mitigation Fee to all new development, not just industrial development above 35% FAR. Previous policy analysis determined that other uses are not a primary industry and are supportive of residents or businesses and in itself does not drive housing demand directly. This study would evaluate the economic development implications of a more comprehensive application of the Housing Mitigation Fee, a new nexus study to evaluate justification for a fee and whether current general plan policy of only mitigating discretionary high intensity development should be amended.

This item was deferred in 2004.

2. How does this relate to the General Plan or existing City Policy?**Land Use and Transportation Element**

Goal C2: Ensure ownership and rental housing options in terms of style, size, and density that are appropriate and contribute positively to the surrounding area.

Housing and Community Revitalization Sub-Element

Policy B.2: Continue to require office and industrial development above a certain intensity to mitigate the demand for housing.

Policy B.3: Continue to permit and encourage a mix of residential and job-producing land uses, as long as there is neighborhood compatibility and no unavoidable environmental impacts.

3. Origin of issue:

Council Member(s): Vorrieter/Howe

General Plan: _____

City Staff: _____

Board or Commission (identify name of the advisory body from the list below): Housing and Humans Services

(Arts, Building of Code Appeals, BPAC, Child Care, Heritage, Housing and Human Services, Library, Parks and Recreation, Personnel and Planning)

Planning Commission ranked this study issue 11 of 12 for 2005.

Housing and Human Services ranked this study issue 3 of 3 for 2005.

Board or Commission ranking comments:

4. Multiple Year Project? Yes X No Expected Year Completed 2006

5. Estimated work hours for completion of the study issue (use 5 or 8-hour increments):

(a) Estimated work hours from the lead department 400

(b) Estimated work hours from consultant(s) if applicable: _____

(c) Estimated work hours from the City Attorney's Office: 15

(d) Estimated work hours from Finance: 10

(e) Estimated work hours from other department(s):

Department: _____

Department: _____

Department: _____

Total Estimated Hours: 425

6. Expected participation involved in the study issue process?

(a) Does Council need to approve a work plan? Yes No X

(b) Does this issue require review by a Board/Commission? If so, please list below: Yes X No

Housing and Human Services, Planning Commission

(c) Is a Council Study Session anticipated? Yes X No

(d) What is the public participation process?

During preparation of this study, staff would hold outreach and information meetings with the Chamber of Commerce, and other Sunnyvale business groups and the general business community.

7. Cost of Study: Please mark appropriate item below.

X Costs covered in operating budget - 242 Community Planning

 Costs covered by project - NA

X Budget modification needed for study - \$35,000

Explain below what the additional funding will be used for:

Fund consultant research on a nexus study for implementing a mitigation fee.

8. Potential fiscal impact to implement recommendations in the Study approved by Council, if any:

| Mark a range for the items below: | \$500 or none | \$50K or less | \$51K - \$100K | \$101K - \$500K | \$501K or more |
|-----------------------------------|---------------|---------------|----------------|-----------------|----------------|
| Capital expenditure range | X | | | | |
| Operating expenditure range | X | | | | |
| New revenues/savings range | | | X | | |

Explain impact briefly:

If all new commercial and industrial development (projected at 200,000 s.f. per year) paid a fee of \$0.50 per square foot revenue would be \$100,000 per year for the next 20 years.

9. Staff Recommendation for this calendar year:

“For” Study Explain:

“Against” Study Explain. If staff suggests that this study should not be considered again in the future or deferred at this time, please include this in your explanation:

No Recommendation X

Note: If staff's recommendation is “for study” or “against study”, the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.

Reviewed by



Department Director

11/5/04

Date

Approved by



City Manager

11/9/04

Date

PROPOSED COUNCIL STUDY ISSUE

For Calendar Year: 2005

New

Previous Year (below line/defer) X

Issue: Modification of Residential Development Standards to support the Density Bonus currently offered in the BMR Program

Lead Department: Community Development Department

General Plan Element or Sub-Element: Housing and Community Revitalization Sub-Element

1. What are the key elements of the issue? What precipitated it?

This Study Issue would analyze possible changes to existing residential development standards to support the existing density bonuses offered by the Below Market Rate (BMR) Program. Such standards could include requirements for open space, building height, setbacks, lot coverage, floor area ratio and so forth. Chapter 19.66 of the Sunnyvale Municipal Code establishes the general requirements and density bonuses related to the construction of affordable housing.

This item has evolved from the recent review by Council of the BMR Program which analyzed a broad range of potential revisions to the Program. It has been suggested through testimony received on this review that the City consider relaxing certain development standards as incentives to encourage development of more housing units.

City Council deleted this item from consideration in 2003. Subsequent to the December 2002 workshop, Council considered the BMR Program revisions and staff completed the Community Development (CD) Strategy. Staff is suggesting this issue be revisited in support of its recent incorporation into the CD Strategy. A related item is the review of the maximum allowable building height in the R-3 Zoning District.

The study was deferred by City Council for 2004.

2. How does this relate to the General Plan or existing City Policy?

Housing and Community Revitalization Sub-Element

Goal E. Maintain and increase housing units affordable to households of all

income levels and ages.

Policy E.1.b Comprehensively review and update the Below Market Rate (BMR) programs to better address affordable housing needs. Review code requirements for terms and conditions, review and update administrative processes to enhance marketing, monitoring and compliance.

3. Origin of issue:

Council Member(s): _____

General Plan: _____

City Staff: _____

Board or Commission (identify name of the advisory body from the list below): _____
 Planning Commission
 Housing & Human Services

(Arts, Building of Code Appeals, BPAC, Child Care, Heritage, Housing and Human Services, Library, Parks and Recreation, Personnel and Planning)

Housing and Human Services ranked this study issue 2 **of** 3 **for 2005.**

Planning Commission did not rank this study for 2005.

Board or Commission ranking comments:

4. Multiple Year Project? Yes ___ No ☒ **Expected Year Completed** 2005

5. Estimated work hours for completion of the study issue (use 5 or 8-hour increments):

- (a) Estimated work hours from the lead department 150
- (b) Estimated work hours from consultant(s) if applicable: _____
- (c) Estimated work hours from the City Attorney's Office: 15
- (d) Estimated work hours from Finance: 10
- (e) Estimated work hours from other department(s):
- Department: _____
- Department: _____
- Department: _____

Total Estimated Hours: 175

6. Expected participation involved in the study issue process?

(a) Does Council need to approve a work plan? Yes ___ No X

(b) Does this issue require review by a Board/Commission? If so, please list below: Yes X No ___

Planning, Housing and Human Services

(c) Is a Council Study Session anticipated? Yes ___ No X

(d) What is the public participation process?

Consultation and coordination with residential property owners, developers and others expressing interest in the BMR Program

7. Cost of Study: Please mark appropriate item below.

___ Costs covered in operating budget - 242-Community Planning and 230 Housing

___ Costs covered by project -

___ Budget modification needed for study – N/A

Explain below what the additional funding will be used for:

8. Potential fiscal impact to implement recommendations in the Study approved by Council, if any:

| Mark a range for the items below: | \$500 or none | \$50K or less | \$51K - \$100K | \$101K - \$500K | \$501K or more |
|-----------------------------------|---------------|---------------|----------------|-----------------|----------------|
| Capital expenditure range | X | | | | |
| Operating expenditure range | X | | | | |
| New revenues/savings range | X | | | | |

Explain impact briefly:

9. Staff Recommendation for this calendar year:


“For” Study ___ Explain:

“Against” Study ___ Explain. If staff suggests that this study should not be considered again in the future or deferred at this time, please include this in your explanation:

No Recommendation X

Note: If staff's recommendation is “for study” or “against study”, the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.

Reviewed by


 Department Director

11/5/04
 Date

Approved by


 City Manager

11/9/04
 Date

PROPOSED COUNCIL STUDY ISSUE

For Calendar Year: 2005

New

Previous Year (below line/defer) X

Issue: Bike Facility Requirements for New Non Residential Development

Lead Department: Community Development Department

General Plan Element or Sub-Element: Land Use and Transportation

1. What are the key elements of the issue? What precipitated it?

The Bicycle and Pedestrian Advisory Committee (BPAC) has identified a lack of facilities at work sites as a factor that prevents commuters from bicycling to work. The BPAC would like to study the possibility of requiring facilities such as secure bike parking, showers, and clothing lockers in all new developments. This study might result in recommendations for Municipal Code changes to require bicycle support facilities.

The Code currently provides incentives to provide bicycle parking in industrial areas by reducing the required automobile parking; however, the incentives have not been used. In large projects requiring a public hearing, conditions of approval are typically included requiring a range of bicycle support facilities. The VTA has adopted guidelines that staff currently uses to require bike facilities through the design review process. Multi-family residential and Moffett Park developments require provision of bicycle parking facilities. Commercial developments allow bonus FAR for provision of bicycle commuter facilities.

Council deferred this item for 2004.

2. How does this relate to the General Plan or existing City Policy?

Land Use and Transportation

C3.5.1, Promote alternate modes of travel to the automobile.

3. Origin of issue:

Council Member(s):

General Plan:

City Staff:

Board or Commission (identify name of the advisory body from the list below): Bicycle and Pedestrian Advisory Committee

(Arts, Building of Code Appeals, BPAC, Child Care, Heritage, Housing and Human Services, Library, Parks and Recreation, Personnel and Planning)

Board or Commission ranking comments: The BPAC chose to drop this Study Issue for 2005.

4. **Multiple Year Project?** Yes No X **Expected Year Completed** 2005

5. **Estimated work hours for completion of the study issue (use 5 or 8-hour increments):**

(a) Estimated work hours from the lead department 250

(b) Estimated work hours from consultant(s) if applicable:

(c) Estimated work hours from the City Attorney's Office: 10

(d) Estimated work hours from Finance:

(e) Estimated work hours from other department(s):

Department: Public Works 40

Department:

Department:

Total Estimated Hours: 300

6. **Expected participation involved in the study issue process?**

(a) Does Council need to approve a work plan? Yes No X

(b) Does this issue require review by a Board/Commission? If so, please list below: Yes X No

Planning Commision, BPAC

(c) Is a Council Study Session anticipated? Yes No X

(d) What is the public participation process?

Outreach to business and development community, BPAC, Planning Commission and City Council Public Hearings.

7. Cost of Study: Please mark appropriate item below.

☒ Costs covered in operating budget – program 242 Community Planning☐ Costs covered by project☐ Budget modification needed for study

Explain below what the additional funding will be used for:

8. Potential fiscal impact to implement recommendations in the Study approved by Council, if any:

| Mark a range for the items below: | \$500 or none | \$50K or less | \$51K - \$100K | \$101K - \$500K | \$501K or more |
|-----------------------------------|---------------|---------------|----------------|-----------------|----------------|
| Capital expenditure range | X | | | | |
| Operating expenditure range | X | | | | |
| New revenues/savings range | X | | | | |

Explain impact briefly:

9. Staff Recommendation for this calendar year:

“For” Study ☐ Explain:“Against” Study ☒ Explain: The BPAC chose to drop this study issue for 2005.No Recommendation ☐

Note: If staff's recommendation is “for study” or “against study”, the Director should note the relative importance of this Study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.

Reviewed by




Department Director

11/5/04

Date

Approved by



City Manager

11/9/04

Date